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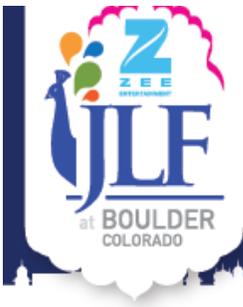
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## **Indian Ambassador to the United States Navtej Sarna Joins in Conversation at the Third-Annual [ZEE JLF AT BOULDER](#)**

BOULDER, Colo. (September 16, 2017)-Indian Ambassador to the United States Navtej Sarna participated in two sessions at the third-annual [ZEE JLF at Boulder](#) at the Main Boulder Public Library, September 15 and 16. His Excellency Navtej Sarna is the author of the novels “The Exile” and “We Weren’t Lovers Like That”, the short story collection “Winter Evenings”, and non-fiction works including “Indians at Herod’s Gate”, “Second Thoughts”, and “The Book of Nanak”. His translation works are “Zafarnama” and “Savage Harvest”. Sarna has served as High Commissioner to the United Kingdom, Ambassador to Israel, Secretary at India’s Foreign Office, and also as its longest serving spokesperson.

Sarna participated in the **inaugural session Freedom to Dream**, which is also the theme of the 2017 ZEE Jaipur Literature Festival in Boulder, Colorado. The session of the internationally-acclaimed literature festival opened with sacred chanting by Gaden Shartse Monks followed by inspiring remarks from festival directors and producers. Distinguished, contemporary authors from around the world gather at ZEE JLF at Boulder to engage in provocative dialogue about complex and diverse topics including migrating, poets, American dreams, globalism, nationalism, climate control, feminism, ancestral cultures and more.

The opening address featured Festival Co-directors Namita Gokhale and William Dalrymple, Festival Producer Sanjoy K. Roy of Teamwork Arts, Indian Ambassador to the United States, Navtej Sarna, and CEO ZEE LIVE & ZEE Talent | Head - Corporate Brand & Communications, Zee Entertainment Enterprises Limited, Sunil Buch.



Sarna extolled the benefits of the growing interest in literature given. “This is India’s 70<sup>th</sup> year of independence. We have come a long way. Where we once had few writers, we now have many and the journey of our literature’s outreach to the world is one of the most significant aspects of this journey as Indian writing has now been brought to the world. India is now a literary destination and a reading destination and the ZEE Jaipur Literature Festival has led this growth.”

Sarna also participated in the session **The Untrod Path: Writing Travel:** Christina Lamb, John Huston, Lori Erickson, Navtej Sarna and William Dalrymple. In a suddenly shrunken planet, the conventions of travel writing are being challenged by more experiential insider accounts. Five panelists speak of their very different approaches to recording and sharing their journeys with Irene Vilar.

“Descriptions of the peaceful and lavender filled gardens of the 800-year-old Indian hospice in Jerusalem moved me to a much deeper understanding of this land and the people who call it holy.” said Sarna in his exploration of his own father’s story...a simple story, [his] father, his father, and the Indian hospice, adding that “the barbed wire was rolled up many years ago but the virtual barrier between east and west Jerusalem still remains.”

His final session was entitled **Second Thoughts: A Writer and a Diplomat.** In conversation with John Elliott, Sarna discussed his life, travels and writing, including his acclaimed books on subjects as varied as romance, religion and history.

“Sikh history is a young religion, just 500 years old. But it is replete with dramatic events in this period: a lot of the martial aspect, a lot of sacrifice, a lot of battles. All that together is a huge area waiting to be written about,” said Sarna.

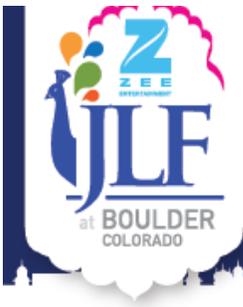
“I think all writers are romantics because you’re wishing for a better world, having a nostalgia for a lost world. I think these are aspects of being a romantic.”

-- ENDS --

#### BACKGROUND NOTES AND COMMENTS:

##### About the ZEE Jaipur Literature Festival at Boulder, Colorado

The ZEE Jaipur Literature Festival in India is the world’s largest free literature festival, drawing some 350,000 footfalls at Diggi Palace in the Rajasthan’s capital Jaipur, this past January. The festival serves as a beacon of free speech around the world, and has inspired more than 200 other



literature festivals, both in India and other countries. ZEE Jaipur Literature Festival was recently awarded 'Best Festival' at the Outlook Traveller Awards in India.

Dubbed “the greatest literary show on Earth,” ZEE Jaipur Literature Festival successfully expanded to London in 2014, and selected Boulder as its only U.S. location in 2015. Voted the U.S.’s brainiest (more PhDs per capita than any other US city) happiest and foodiest city, the Festival was wildly successful in its first two years in Boulder. Festival organizers expect more than 10,000 people to attend this year from throughout the country and around the world.

The 2016 ZEE JLF at Boulder saw close to 7,000 people attending the three-day Festival. Attendees from throughout the U.S. and across the globe experienced an uplifting celebration of the mind and heart, as writers from across the Americas, Asia, Africa and Europe engaged in provocative conversations. Topics of discovery spanned life and society, economics and the arts, equity, freedom and the care of our planet.

ZEE JLF at Boulder takes place at the Main Boulder Public Library, 1001 Arapahoe Ave. A week of pre-events will be held at the Main Boulder Public Library and other locations. There is no admission fee, but attendees must register. For more information, confirmed speakers, and registration, visit [jaipurliteraturefestival.org/boulder](http://jaipurliteraturefestival.org/boulder).

#### **About ZEE Jaipur Literature Festival**

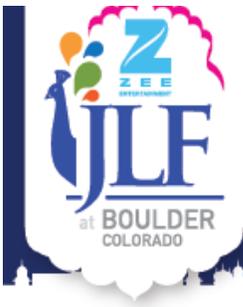
Writers and Festival Directors Namita Gokhale and William Dalrymple invite speakers to take part in the five-day program set against the backdrop of Rajasthan’s stunning cultural heritage and the Diggi Palace in the state capital Jaipur. Website: [www.jaipurliteraturefestival.org](http://www.jaipurliteraturefestival.org)

The [ZEE Jaipur Literature Festival](http://www.jaipurliteraturefestival.org) is a flagship event of [Teamwork Arts](http://www.teamworkarts.com), which produces over 25 highly acclaimed performing arts, visual arts and literary festivals across more than 40 cities globally, and is produced by Sanjoy K. Roy. Website: [www.teamworkarts.com](http://www.teamworkarts.com)

#### **About Zee Entertainment Enterprises Limited (ZEEL)**

Zee Entertainment Enterprises Ltd. (ZEEL) is a worldwide media brand offering entertainment content to diverse audiences. With a presence in over 172 countries and a reach of more than a billion people around the globe, ZEEL is among the largest global content companies across genres, languages, and platforms.

ZEEL is present across broadcasting, movies, music, live entertainment, digital and talent businesses, both within India and overseas. ZEEL has more than 240,000 hours of television content and houses the world’s largest Hindi film library with rights to more than 4,200 movie titles across various languages. ZEEL has also produced several movies for theatrical release and is the fastest



growing music label in India. It has presence in the digital space with 'dittoTV' and 'OZEE' and has also ventured into live events.

More information about ZEE and its businesses is available on [www.zeetelevision.com](http://www.zeetelevision.com).

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